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Assistant Commissioner for Patents Washington, D.C. 20231

Attorney Docket No.: 020342-000900US

PATENT

On October 17, 2001

By: Nina L. McNeill  
Nina L. McNeill

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re application of:

Safwan Shah et al.

Application No.: 09/944,626

Filed: August 30, 2001

For: **ACTIVE PROFILING SYSTEM FOR  
TRACKING AND QUANTIFYING  
CUSTOMER CONVERSION EFFICIENCY**

Examiner: Unassigned

Art Unit: 2163

REQUEST FOR CORRECTED FILING  
RECEIPT

Assistant Commissioner for Patents  
Office of Initial Patent Examination  
Customer Service Center  
Washington, D.C. 20231

**RECEIVED**  
MAR 05 2002  
Technology Center 2100

Sir:

Attached is a copy of the official Filing Receipt received from the Patent and Trademark Office in the above-noted application for which issuance of a corrected filing receipt is respectfully requested.

There is an error in that the number of drawings submitted with the patent application should read "6" and not 7 as shown. As proof, a copy of the Patent Application Transmittal, Application Data Sheet and postcard are attached.

Respectfully submitted,

Patrick M. Boucher  
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Reg. No. 44,037

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DE 7052900 v1



020342 100900US  
PMB  
UNITED STATES PATENT AND TRADEMARK OFFICE

COMMISSIONER FOR PATENTS  
UNITED STATES PATENT AND TRADEMARK OFFICE  
WASHINGTON, D.C. 20231  
www.uspto.gov

APPLICATION NUMBER	FILING DATE	GRP ART UNIT	FIL FEE REC'D	ATTY. DOCKET NO	DRAWINGS	TOT CLAIMS	IND CLAIMS
020342,626	08/30/2001	2163	0.00	020342-000900US	X6	40	4

CONFIRMATION NO. 9256

## FILING RECEIPT



\*OC00000006844970\*

TOWNSEND AND TOWNSEND AND CREW  
TWO EMBARCADERO CENTER  
EIGHTH FLOOR  
SAN FRANCISCO, CA 94111-3834

Date Mailed: 10/04/2001

Receipt is acknowledged of this nonprovisional Patent Application. It will be considered in its order and you will be notified as to the results of the examination. Be sure to provide the U.S. APPLICATION NUMBER, FILING DATE, NAME OF APPLICANT, and TITLE OF INVENTION when inquiring about this application. Fees transmitted by check or draft are subject to collection. Please verify the accuracy of the data presented on this receipt. If an error is noted on this Filing Receipt, please write to the Office of Initial Patent Examination's Customer Service Center. Please provide a copy of this Filing Receipt with the changes noted thereon. If you received a "Notice to File Missing Parts" for this application, please submit any corrections to this Filing Receipt with your reply to the Notice. When the USPTO processes the reply to the Notice, the USPTO will generate another Filing Receipt incorporating the requested corrections (if appropriate).

## Applicant(s)

Safwan Shah, San Jose, CA;  
Vali Maskatiya, Atherton, CA;  
Ashim Banerjee, Westminster, CO;

Domestic Priority data as claimed by applicant

Foreign Applications

If Required, Foreign Filing License Granted 10/03/2001

Projected Publication Date: To Be Determined - pending completion of Missing Parts

Non-Publication Request: No

OCT 15 2001

Early Publication Request: No

\*\* SMALL ENTITY \*\*

## Title

Active profiling system for tracking and quantifying customer conversion efficiency

Preliminary Class

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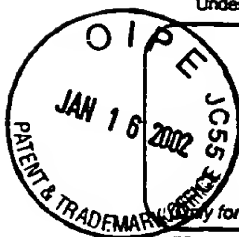
Please type a plus sign (+) inside this:



PTO/SB/05 (11-00)

Approved for use through 10/31/2002. OMB 0651-0032  
U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

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# UTILITY PATENT APPLICATION TRANSMITTAL

Attorney Docket No. 20342-000900

First Inventor

Shah, Satwan

Title

ACTIVE PROFILING SYSTEM FOR TRACKING AND QUANTIFYING  
CUSTOMER CONVERSION EFFICIENCY

Express Mail Label No.

EL 903198721 US

## APPLICATION ELEMENTS

See MPEP chapter 600 concerning design patent application contents.

1. ☐ Fee Transmittal Form (e.g., PTO/SB/17)  
(Submit an original and a duplicate for fee processing)
2. ☒ Applicant claims small entity status.  
See 37 CFR 1.27.
3. ☒ Specification [Total Pages 25]  
(preferred arrangement set forth below)
  - Descriptive title of the invention
  - Cross References to Related Applications
  - Statement Regarding Fed sponsored R & D
  - Reference to sequence listing, a table, or a computer program listing appendix
  - Background of the invention
  - Brief Summary of the invention
  - Brief Description of the Drawings (if filed)
  - Detailed Description
  - Claim(s)
  - Abstract of the Disclosure
4. ☒ Drawing(s) (35 U.S.C. 113) [Total Sheets 8]
5. Oath or Declaration [Total Pages 1]
  - a. ☐ Newly executed (original or copy)
  - b. ☐ Copy from a prior application (37 CFR 1.63 (d))  
(for a continuation/divisional with Box 18 completed)
  - i. ☐ DELETION OF INVENTOR(S)  
Signed statement attached deleting inventor(s) named in the prior application, see 37 CFR 1.63(d)(2) and 1.33(b).
6. ☒ Application Data Sheet. See 37 CFR 1.76

## ADDRESS TO

Assistant Commissioner for Patents  
Box Patent Application  
Washington, DC 20231

7. ☐ CD-ROM or CD-R in duplicate, large table or Computer Program (Appendix)
8. Nucleotide and/or Amino Acid Sequence Submission (if applicable, all necessary)
  - a. ☐ Computer Readable Form (CRF)
  - b. Specification Sequence Listing on:
    - i. ☐ CD-ROM or CD-R (2 copies); or
    - ii. ☐ paper number of pages
  - c. ☐ Statements verifying identity of above copies

## ACCOMPANYING APPLICATIONS PARTS

9. ☐ Assignment Papers (cover sheet & document(s))
10. ☐ 37 C.F.R. § 3.73(b) Statement ☐ Power of Attorney  
(when there is an assignee)
11. ☐ English Translation Document (if applicable)
12. ☒ Information Disclosure Statement (IDS) PTO-1449 ☒ Copies of IDS Citations
13. ☐ Preliminary Amendment
14. ☒ Return Receipt Postcard (MPEP 503)  
(Should be specifically itemized)
15. ☐ Certified Copy of Priority Document(s)  
(if foreign priority is claimed)
16. ☐ Nonpublication Request under 35 U.S.C. 122(b)(2)(B)(i). Applicant must attach form PTO/SB/35 or its equivalent
17. ☐ Other:

18. If a CONTINUING APPLICATION, check appropriate box, and supply the requisite information below and in a preliminary amendment, or in an Application Data Sheet under 37 CFR 1.76:

☐ Continuation ☐ Divisional ☐ Continuation-in-part (CIP)

of prior application No: \_\_\_\_\_ / \_\_\_\_\_

Prior application information: Examiner \_\_\_\_\_

Group Art Unit: \_\_\_\_\_

For CONTINUATION or DIVISIONAL APPS only: The entire disclosure of the prior application, from which an oath or declaration is supplied under Box 5b, is considered a part of the disclosure of the accompanying continuation or divisional application and is hereby incorporated by reference. The incorporation can only be relied upon when a portion has been inadvertently omitted from the submitted application parts.

## 19. CORRESPONDENCE ADDRESS

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Patrick M. Boucher

Registration No. (Attorney/Agent)

44,037

Signature

Date

August 30, 2001

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DE 7049578 v1



## Application Data Sheet

### Application Information

Application Type:: Regular  
Subject Matter:: Utility  
Title:: ACTIVE PROFILING SYSTEM FOR TRACKING  
AND QUANTIFYING CUSTOMER CONVERSION  
EFFICIENCY  
Attorney Docket Number:: 020342-000900US  
Request for Early Publication:: No  
Request for Non-Publication:: No  
Total Drawing Sheets:: 6  
Small Entity?: Yes  
Petition included?: No

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### Applicant Information

Applicant Authority Type:: Inventor  
Primary Citizenship Country:: Pakistan  
Status:: Full Capacity  
Given Name:: Safwan  
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City of Mailing Address:: San Jose  
State or Province of mailing address:: CA  
Country of mailing address:: US  
Postal or Zip Code of mailing address:: 95120



Assistant Commissioner for Patents  
BOX PATENT APPLICATION  
Washington, DC 20231

Please stamp the date of receipt of the following document(s):

For: ACTIVE PROFILING SYSTEM FOR TRACKING AND QUANTIFYING CUSTOMER  
CONVERSION EFFICIENCY

1. Utility Patent Application Transmittal
2. Application Data Sheet (3 pages)
3. Patent Application (25 pages of specs, claims and abstract)
4. Six (6) sheets of informal drawings
5. Information Disclosure Statement and Form 1449
6. Copies of nine (9) cited references

Express Mail No.: EL 903198721 US  
Date Mailed: August 30, 2001  
Atty. Docket No. 020342-000900US  
Atty/Sec: PMB/nlm (Den)

J1036 U.S. PTO  
09/944626  
08/30/01

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